

CHRIS WHITE | CREATIVE + COPY

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[Portfolio Website](#)

[LinkedIn Profile](#)

Ad scientist. Word slinger. Natural leader. Fierce infracaninophile.

My sharp storytelling skills, strategic thinking, meticulous attention to detail, and pure love for the written word have empowered me to create big-picture concepts and results-driven copy that bring brands to life, engage audiences across multiple channels, and make lasting connections.

SKILLS

- Copywriting • Creative Strategy • Content Strategy • Creative Direction
- Integrated Marketing • Email Marketing • Direct Mail Marketing • B2B/B2C
- Organic & Paid Social Media Content • CRM • Cross-team Collaboration
- Team Leadership • Presenting Work • Strengthening Client Relationships
- Mentoring Creatives • Critical Thinking • Project & Resource Management
- Google Suite • Microsoft Suite • Adobe Creative Suite • Figma

EXPERIENCE

Fossil — October 2023-February 2025

Senior Copywriter

- Created compelling concepts for luxury watch brands [MICHELE](#) and [Zodiac](#) across diverse platforms including email, web, social, and more
- Crafted copy that helped increase MICHELE email revenue by 15% and organic social engagement by 124%
- Optimized copy and creative for the Zodiac email welcome journey, which helped boost revenue by 205%
- Wrote press kits and product beauty copy for Michael Kors, Emporio Armani, and Skechers

Hawkeye, a Publicis Agency — December 2019-February 2023

Creative Director, March 2021-February 2023

- Led creative teams for two of the agency's biggest accounts
- Overhauled the name, UI, illustration style, copy tone, and content strategy for the monthly [Google Assistant](#) newsletter emails, which led to more open rates and product engagement
- Created the winning concept for the [FedEx](#) Evergreen Small Business Acquisition Campaign, which won a Gold Horizon Interactive Award
- Mentored and motivated creative teams to produce high-quality, data-driven work that produced strong results
- Led email and direct mail best-practice trainings for clients and teams

Associate Creative Director, December 2019-March 2021

- Won pitches for [FirstNet](#) and [SoFi](#) which helped increase agency revenue
- Closely collaborated with strategy, account, analytics, dev, and production

teams to provide clients with optimal solutions

- Presented to clients while building strong, trusted relationships

Epsilon — January 2010-December 2019

Associate Creative Director, March 2014-December 2019

- Pitched, won, and helped rebuild the [AT&T Business](#) CRM email program
- Created high-level concepts and copy for 100+ emails in three months, which delivered strong results, increased customer acquisition and retention, and boosted sales

Senior Copywriter, January 2010-March 2014

- Crafted compelling emails, direct mail, and TV spots for [AT&T Consumer](#), Edward Jones, KeyBank, and QVC
- Conducted various creative, format, and subject line testing to ensure only the best-performing work reached target audiences

Javelin — March 2008-January 2010

Copywriter

- Learned the ins and outs of CRM and direct marketing
- Wrote B2C copy for emails, direct mail, landing pages, and more
- Worked on several new business pitches
- Created a letter kit that drove the client's second-highest direct response rate in 2008

IMC2 — June 2007-December 2007

Lead Conceptual Writer

- Provided all content for the complete redesign of [lams.com](#), which successfully launched under a seven-week deadline
- Wrote copy for the [lams Healthy Naturals](#) microsite, which won an Interactive Media Award
- Crafted copy for the lams Fabulous Feline Contest microsite and display ads
- Conducted extensive research to create copy for monthly newsletter emails and blog posts

EDUCATION

University of North Texas, Bachelor's in Advertising

AWARDS

Interactive Media Award

Gold Horizon Interactive Award

VOLUNTEER EXPERIENCE

- Winnetka Heights Neighborhood Association Board of Directors, Communication Chairperson — January 2012-January 2020
- Children's Medical Center, Volunteer — May 2010-August 2011